

# HASSAN NURUDEEN

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## EDUCATION

**One League | Global**  
MBA Candidate Class of 2023

One League is a global education institution connecting the world's highest potential change-makers to world-class education and opportunities to realize global impact.

**University of Lagos | Lagos, Nigeria**

Bachelor of Science in Electrical & Electronics Engineering **2013-2018**

Awarded Best Outgoing Student of the Electronics Department

## HONORS & AWARDS

- SME 100 25 under 25 Entrepreneurs in Nigeria, 2018
- MTN Nigeria Science & Technology Scholar

## SKILLS & CERTIFICATIONS

- Stanford Online, Innovation and Entrepreneurship Program -in view
- Project Management, Microsoft Excel & Powerpoint

## LEADERSHIP & COMMUNITY

- Mentor Local Committee President, AIESEC Lagos, 2017
- STEM Volunteer, Inspiring Youth for Africa - Accra, Ghana

## PERSONAL

- Fluent in English, Yoruba
- Hobbies: Taekwondo, F1 & Football
- Brown Belt Holder in Taekwondo

## SUMMARY

Sales and Business Development Professional with experience in the manufacturing, FMCG and retail industries. Managed end-to-end sales processes using CRM Tools like Microsoft Dynamics And led sales team to generate a revenue of 200K USD in the first 9 months of operation in Nigeria.

## EXPERIENCE

**Gidi Burger | Lagos, Nigeria**

**Business Manager | 2022 - Present**

- Led the team of 10 people that sold 50,000 units of Burgers in the span of 5 years
- Promoted the initiative to reduce costs for the company's procurement process, which resulted in a 10% increase in profit
- Designed a documentation procedure that increased our financial reporting efficiency by 30 %
- Recruited when required and conducted interviews to select the individual most suitable for the company

**Spraying Systems Co. | Lagos, Nigeria**

**Business Development Manager | 2019-Present**

- Led the Nigerian team that generated a revenue of over \$200K in the first 9 months of operation
- Delivered sales pitches to customers, gathered business requirements, and delivered technology support during pre- and post-sales processes, which led to 100% increase in sales.
- Incorporated the Customer Resource Management (CRM) tools to track old prospects to generate new revenue stream and re-establish relationship with previous paying clients leading to 10% increase in sales
- Performed market entry analysis introducing Spray Tech products to the Nigerian Market which led to a 40% increase in sales process efficiency

**Sales Analyst | IL, United States | 2019-2020**

- Partnered with product engineers and developers to modify product application to reflect customer needs, leading to a boosted customer productivity and sales
- Simulated sales process from prospecting to closure for 10 different industries, to get accustomed to the sales process and correct any anomalies
- Shadowed experienced Sales Representative's visit to customers to understand the practical aspect of Sales Engineering

**Honeywell Group | Lagos, Nigeria**

**Operations Engineer | 2019 -2019**

- Researched and presented reports to the CEO on a renewable energy project conducted at the headquarters, leading to 20% reduction in cost during the implementation process
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**Mar & Mar Integrated Services Limited | Lagos, Nigeria**

**Field Engineering Supervisor | 2018-2019**

- Supervised a team of 5 people for the installation phase, collaborating with Design engineers to identify and resolve issues contributing to increased cost savings
- Supervised the electrical installation of cables, cameras, and light fittings at local projects including: Lekki Novare Mall, Ota Mall and 6 other projects across Nigeria.

**Procter & Gamble | Lagos, Nigeria**

**Purchasing Intern | 2018-2018**

- Managed the annual expenditure of \$10 million across 10 different functions such as Logistics, Sales, Travel, Events
- Facilitated the negotiation for goods and services with third party vendors, along with the department/team that requires such, for strict implementation of the company policy on buying